

ORDER

FIRST COAST NEWS



A GANNETT COMPANY

Orders
Order / Rev: 702289
Alt Order #: 6252466
Product Desc: OBAMA SKED B
Estimate: 1507
Flight Dates: 07/26/12 - 08/17/12
Original Date / Rev: 08/07/12 / 08/07/12
Order Type: Political

WTLV-TV

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Obama For America
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-1
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/25/12	07/29/12	5	\$1,850.00	\$1,572.50
07/30/12	08/17/12	22	\$14,200.00	\$12,070.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
July 2012	5	\$1,850.00	\$1,572.50	0.00
August 2012	22	\$14,200.00	\$12,070.00	0.00
Totals	27	\$16,050.00	\$13,642.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Order Share	Share	Total
WTLV-TV	19%	\$16,050.00
Market	100%	\$84,473.68

Competitive Share	Share	Total
CABLE	0%	\$0.00
WAWS	8%	\$6,757.89
WCWJ	0%	\$0.00
WJXT	38%	\$32,100.00
WJXX	9%	\$7,602.63
WTEV	26%	\$21,963.16

mg 14

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTLV	07/26/12	07/31/12	M-F 10-11a	CM	M-F 10a-11a	MT-TF--	:30	3	\$250.00	P-3	0.00	NM	2	\$750.00
Today Show 3															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		07/26/12	08/01/12	MT-TF--			3		\$250.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	WTLV	07/26/12-08/01/12		M-F 10-11a		M-F 10a-11a	MT-ThF----	:30		(\$250.00)		0.00	NM		
See MG 1.4															
[Per Management (Sam)]															
3	WTLV	07/26/12-08/01/12		M-F 10-11a		M-F 10a-11a	MT-ThF----	:30		(\$250.00)		0.00	NM		
See MG 1.4															
[Per Management (Sam)]															
4	WTLV	07/30/12-08/01/12		Olympics Weekday DT		Olympics Weekda	MTW-----	:30		\$500.00		0.00	NM		

Advertiser:	Obama For America
Product Desc:	OBAMA SKED B
Estimate:	1507

WTLV-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTLV	07/26/12	07/31/12	M-F 10-11a Today Show 3	CM	M-F 10a-11a	MT-TF--	:30	3	\$250.00	P-3	0.00	NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		07/26/12	08/01/12	MT-TF--		3			\$250.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
⑭	MG	for 1,3,1,2													
N 2	WTLV	07/26/12	07/31/12	M-F 5-530p M-F 5-530pm	CM	M-F 5p-5:30p	MT-TF--	:30	3	\$450.00	P-1	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		07/26/12	08/01/12	MT-TF--		3			\$450.00			0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
3	WTLV	07/26/12-08/01/12		M-F 5-530p		M-F 5p-5:30p	MT-ThF----	:30		(\$450.00)		0.00	NM		
		Credited													
N 14	WTLV	08/13/12	08/17/12	M-F 12-1230p FCN Noon News	CM	M-F 12p-12:30p	MTWTF--	:30	2	\$225.00	P-1	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
Week:		08/13/12	08/19/12	MTWTF--		2			\$225.00			0.00			
													Totals	27	\$16,050.00